

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME GREER, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN

3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388 CLASS: NATL. LOCAL REGIONAL
 PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6
 CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT10/12 13.12

REP: MAKEGOOD
 SPOTS CANCELED ON LN'S 21,27,29,32,37,58
 LN'S 77-85 ADDED
 TTI SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

9/10/10

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21	S		800P-900P	30		\$3,400.00	10/5	10/5	0		FRI	0
21	S		800P-900P	30		\$3,400.00	10/19	10/19	1		FRI	1
21	S		800P-900P	30		\$3,400.00	11/2	11/2	1		FRI	1

AGENCY ADVERTISER CODE = 95
 AGENCY PRODUCT CODE = 101
 AGENCY EST# = 1537
 PROGRAM : WHITNEY/COMMUNITY
 CMN COM1 : WHITNEY/COMMUNITY

FAX# 703-516-9680
OCT10/12 13.12
HARRIS REPORT FROM REP
*** WFLA-TV ***
CHANGES

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27	ES		600P-630P	30		\$700.00	10/6	10/6	1		SAT	1
27	ES		600P-630P	30		\$700.00	10/13	10/13	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/20	10/20	0		SAT	0
27	ES		600P-630P	30		\$700.00	10/27	10/27	1		SAT	1
27	ES		600P-630P	30		\$700.00	11/3	11/3	0		SAT	0
PROGRAM : NEWSCHANNEL 8/ CON COM1: NEWSCHANNEL 8/												
29	ES		700P-800P	30		\$650.00	10/6	10/6	0		SAT	0
29	ES		700P-800P	30		\$650.00	10/13	10/13	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/20	10/20	1		SAT	1
29	ES		700P-800P	30		\$650.00	10/27	10/27	1		SAT	1
29	ES		700P-800P	30		\$650.00	11/3	11/3	1		SAT	1
PROGRAM : ENTERTAINMENT TONIGHT CON COM1: ENTERTAINMENT TONIGHT												
32	ES		1000A-1100A	30		\$1,400.00	10/7	10/7	0		SUN	0
32	ES		1000A-1100A	30		\$1,400.00	10/14	10/14	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/21	10/21	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	10/28	10/28	1		SUN	1
32	ES		1000A-1100A	30		\$1,400.00	11/4	11/4	1		SUN	1
PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS												

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
37	ES		700P-900P	30		\$1,700.00	10/7	10/7	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/14	10/14	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/21	10/21	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	10/28	10/28	0		SUN	0
37	ES		700P-900P	30		\$1,700.00	11/4	11/4	0		SUN	0
PROGRAM : DATELINE CON COM1: DATELINE												
58	S		600A-700A	30		\$900.00	10/8	10/8	0		MON	0
58	S		600A-700A	30		\$900.00	10/22	11/5	1		MON	3
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												
77	A		800P-900P	30		\$2,940.00	10/11	10/11	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												
78	A		800P-900P	30		\$3,400.00	10/12	10/12	1		FRI	1
PROGRAM : GRIMM CON COM1: GRIMM												
79	A		1000P-1100P	30		\$3,000.00	10/12	10/12	1		FRI	1
PROGRAM : DATELINE CON COM1: DATELINE												
80	A		900P-1000P	30		\$3,600.00	10/17	10/17	1		WED	1
PROGRAM : SVU CON COM1: SVU												
81	A		800P-900P	30		\$2,940.00	10/18	10/18	1		THU	1
PROGRAM : 30 ROCK/UP ALL NIGHT CON COM1: 30 ROCK/UP ALL NIGHT												

①
 unmet rate

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	----------	-----------	------	-----------

82	A		900P-1000P	30		\$4,800.00	10/18	10/18	1		THU	1
PROGRAM : OFFICE/PARKS AND REC CON COM1: OFFICE/PARKS AND REC												

83	A		1000P-1100P	30		\$3,200.00	10/18	10/18	1		THU	1
PROGRAM : ROCKCENTER CON COM1: ROCKCENTER												

84	A		900A-900A	30		\$1,100.00	10/14	10/14	1		SUN	1
PROGRAM : TD - SUN CON COM1: TD - SUN												

85	A		530A-600A	30		\$470.00	10/10	10/12	1		W-F	1
PROGRAM : AM NEWS CON COM1: AM NEWS												

OCT/12 539115.00 NOV/12 168065.00
 CONTRACT TOTAL 707180.00
 TOTAL SPOTS 612

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 SHARES ESTIMATED WMOX 0% WXPX 0% WWSB 6% CABL 0%

SVC- NSI BOOKS- OCT/PJ
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30	Nbr of Spots							6	
				Comme	Closed PR			4	2				
12	M-F 530a News ..TWTF..	06		30	Nbr of Spots		2					2	
				Comme	Closed PR								
13	M-F 530a News ..TWTF..	06		30	Nbr of Spots							4	
				Comme	Closed PR								
15	M-F 6p News ..TWTF..	06		30	Nbr of Spots				4				
				Comme	Closed PR							7	
17	M-F 630p ET / 530p CT NBC Nightly News ..TWTF..	06		30	Nbr of Spots							1	
				Comme	Closed PR								
18	M-F 7p News ..TWTF..	06		30	Nbr of Spots							2	
				Comme	Closed PR								
20	M-F 730p Entertainment Tonight ..TWTF..	06		30	Nbr of Spots							6	
				Comme	Closed PR								
22	M-Th, Su 430a News	06		25	Nbr of Spots	4	4	4	4	4	4	20	500
Weekly Totals:						96	127	122	119	119	26	609	
Total Spots(Ord Spots)						2	8	21	26	1		58	
Closed PR													

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	TWT.S Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots Closed PR		1					1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots Closed PR				1			1	
42	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme	Nbr of Spots Closed PR				1			1	
43	Sun 7p ET / 6p CT Football Night in AmericaS	06		30 Comme	Nbr of Spots Closed PR		1	1	1	1		4	
45	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06		30 Comme	Nbr of Spots Closed PR		1	1	1			3	
47	M-Su 11p News TWTFS.	06		30 Comme	Nbr of Spots Closed PR			2	3			5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme	Nbr of Spots Closed PR			1	1			2	
66	M-F 530a News M.....	06		30 Comme	Nbr of Spots Closed PR				1			1	
68	M-F 6p News M.....	06		30 Comme	Nbr of Spots Closed PR			1	1			2	
Weekly Totals: Total Spots(Ord Spots)						96	127	122	119	119	26	609	
Closed PR						2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06		30 Comme	Nbr of Spots Closed PR		1	1			2	
74	M-F 730p Entertainment Tonight M.....	06		30 Comme	Nbr of Spots Closed PR			1	1		2	
76	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots		1	1	1	1	5	125
77	M-Su 11p News M.....	06		30 Comme	Nbr of Spots Closed PR			1			1	
84	M-Th, Su 430a News M.....	06	25	30 Comme	Nbr of Spots					1	1	25
85	M-F 1p Days Of Our Lives TWTF..	03	400	30 Comme	Nbr of Spots	2	2	2	2	2	10	4000
86	M-F 10a News TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
87	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	650	30 Comme	Nbr of Spots	4	4	4	4	4	20	13000
88	M-F 11a Daytime TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
89	M-F 12p Today Show III TWTF..	03	200	30 Comme	Nbr of Spots	4	4	4	4	4	20	4000
Weekly Totals:					96	127	122	119	119	26	609	
Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E 120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray TWTF..	03	250	30 Comme	4	4	4	4	4		20	5000
91	M-F 3p Doctors TWTF..	03	450	30 Comme	4	4	4	4	4		20	9000
92	M-F 4p Dr Oz TWTF..	03	600	30 Comme	4	4	4	4	4		20	12000
93	M-F 5a News TWTF..	03	150	30 Comme	4	4	4	4	4		20	3000
94	M-F 5p News TWTF..	03	900	30 Comme	4	4	4	4	4		20	18000
95	M-F 530a News TWTF..	01	470	30 Comme	4	3	4	4	4		19	8930
96	M-F 530p News TWTF..	03	900	30 Comme	4	4	4	4	4		20	18000
97	M-F 6p News TWTF..	03	1200	30 Comme	4	4	4	4	4		20	24000
98	M-F 6a News TWTF..	03	700	30 Comme	2	2	2	2	2		10	7000
99	M-F 630p ET / 530p CT NBC Nightly News TWTF..	01	5000	30 Comme	4	4	4	4	4		20	100000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E 120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
101	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots 4	4	4	4	4		20	18000
102	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots 4	4	4	4	4		20	20000
103	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots 4	4	4	4	4		20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ..F..	02	3400	30 Comme	Nbr of Spots 1				1		1	3400
105	Fri 9p ET / 8p CT Grimm ..F..	03	3400	30 Comme	Nbr of Spots 1						1	3400
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots 1						1	3600
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	6000	30 Comme	Nbr of Spots 1						1	6000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots 1						1	9000
109	Sat 1130p ET / 1030p CT Saturday Night Live	03	1200	30	Nbr of Spots 1	1	1	1	1	1	5	6000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p NewsS.	03	150	30 Comme	1	1	1	1	1		5	750
111	Sat 6p NewsS.	03	700	30 Comme	1			1			2	1400
112	Sat 630p ET / 530p CT NBC Nightly NewsS.	01	5000	30 Comme	1			1			2	10000
113	Sat 7p Entertainment TonightS.	03	650	30 Comme		1	1	1	1		4	2600
114	Sat 7a Today ShowS.	03	500	30 Comme	2	2	2	2	2		10	5000
115	Sat 9a NewsS.	03	300	30 Comme	1	1	1	1	1		5	1500
117	Sun 12p NewsS	03	150	30 Comme	1	1	1	1	1		5	750
118	Sun 6p NewsS	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night In	03	3400	30 Comme	1	1	1	1	1		5	17000
Weekly Totals:					96	127	122	119	26		609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
121	AmericaS Sun 8a Today Show	03	500	30 Comme	Nbr of Spots	1	1	1	1	1	5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme	Nbr of Spots	1	1	1	1	1	5	50000
123	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	1	1	1	5	1500
124	M-Su 11p News .TWTF.	03	1250	30 Comme	Nbr of Spots	4	4	4	4	4	20	25000
125	Tue 10p ET / 9p CT Parenthood T....	03	3600	30 Comme	Nbr of Spots	1		1	1	1	3	10800
126	Tue 8p ET / 7p CT Voice T....	03	9000	30 Comme	Nbr of Spots	1		1			3	27000
127	Wed 10p ET / 9p CT Chicago Fire W..	03	3600	30 Comme	Nbr of Spots		1	1		1	3	10800
128	Wed 9p ET / 8p CT Law & Order SVU .W...	03	3600	30 Comme	Nbr of Spots		1	1			2	7200
129	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots		1	1	1	1	5	800
	M-F 1135p ET / 1035p CT Tonight											
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
130	Show M.....	03	650	30 Comme	Nbr of Spots	1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme	Nbr of Spots	1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots	1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme	Nbr of Spots	1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	150	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
137	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots	1	1	1	1	1	5	4500
138	M-F 530a News M.....	01	470	30 Comme	Nbr of Spots	1	1	1	1	1	5	2350
139	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots	1	1	1	1	1	5	4500
140	M-F 6p News M.....	03	1200	30 Comme	Nbr of Spots	1	1	1	1	1	5	6000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	704480	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
141	M-F 6a News M.....	02		30 Comme		1					1	
142	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme		1	1	1	1	1	5	25000
143	M-F 7p News M.....	03	1000	30 Comme		1	1	1	1	1	5	5000
144	M-F 7a Today Show M.....	03	900	30 Comme		1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight M.....	03	1000	30 Comme		1	1	1	1	1	5	5000
146	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme		1	1	1	1	1	5	6250
148	M-F 12p Today Show III T.....	03	200	30 Comme						1	1	200
149	M-F 4p Dr Oz T.....	03	600	30 Comme						1	1	600
150	M-F 5p News T.....	03	900	30 Comme						1	1	900
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President
Buyer: Barack Obama/ D/ President
Schedule Dates: 10/01/12 to 11/11/12
Est./PO Number: 06296388
Associated Copies: No

Submission Cost: 704480
Client/Product/Estimate: 95/101/1537
Weeks: 6
Contract type: Political

Campaign Ref: E:120904026
Sales Rep: HRP Washington, DC
Order Ref: 06296388
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
151	M-F 7a Today Show T.....	03	900	30 Comme						1	1	900
152	M-F 9a Today Show II T.....	03	550	30 Comme						1	1	550
153	Sun 10a Meet The PressS	03	1400	30 Comme		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice .T.....	06	4500	30 Comme		1					1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys W Kids .W....	03	3400	30 Comme		2					2	6800
156	Sat 8p ET / 7p CT RevolutionS.	03	1200	30 Comme		1	1				2	2400
157	Sat 9p ET / 8p CT Chicago FireS.	03	1300	30 Comme		1					1	1300
158	Thu 8-9p ET / 7-8p CT 30 Rock / Up All Night ...T...	03	2940	30 Comme		1	1				2	5880
159	Fri 8p ET / 7p CT Grimm ...F..	03		30 Comme		1					1	
160	Fri 10p ET / 9p CT Dateline NBC Friday	03	3000	30 Comme		1					1	3000
Weekly Totals: Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 804 Issue 5



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 704480	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
161	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	3600	30 Comme			1				1	3600
162	Thu 9-10p ET / 8-9p CT Office / Parks & Recreation ...T...	02	4800	30 Comme			1				1	4800
163	Thu 10p ET / 9p CT Rock Center ...T...	03	3200	30 Comme			1				1	3200
164	Sun 8a Today ShowS	01	1100	30 Comme		1					1	1100
165	M-F 530a News ..TF..	01	470	30 Comme		1					1	470
166	Fri 8p ET / 7p CT The Voice ...F..	03	3400	30 Comme		1					1	3400
167	Fri 8p ET / 7p CT Grimm ...F..	03	3400	30 Comme		1					1	3400
Weekly Totals:					96	127	122	119	119	26	609	
Total Spots(Ord Spots)					96	127	122	119	119	26	609	
Closed PR					2	8	21	26	1		58	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
12	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/15/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/15/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
104	Fri 8-9p ET / 7-8p CT Whitney / Community	:30 Commercial	10/08/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
141	M-F 6a News	:30 Commercial	10/15/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
153	Sun 10a Meet The Press	:30 Commercial	10/08/12	Closed Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
159	Fri 8p ET / 7p CT Grimm	:30 Commercial	10/01/12	Closed Pre Emption	1,400.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

	10/01	10/08	10/15	10/22	10/29	11/05
Spots	609	96	127	122	119	119
Cost	704480	106510	153515	146815	131375	138275

Grand Totals:

Spots:

609

Gross Total:	704,480.00
Commission:	105,672.00
Net Total:	598,808.00

ADV # _____ ADV. NAME POLI/E OBAMA/L/PRE/US REP. # _____ OFF. # _____ SALESMAN # _____
 AGY # _____ AGY. NAME GREEP, MARGOLIS, MITCHELL BUYER NAME KATIE KEULEMAN
 3050 K ST NW, SALES PRSN WA- MEGHAN MCGARR (H)
 WASHINGTON, DC 20007

ORDER # _____ CONTRACT # 0296388 CLASS: NATL. _____ LOCAL _____ REGIONAL _____
 PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV6/12 WK-6
 CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE OCT8/12 15.47

REP: MAKEGOOD
 SPOTS CANCELED ON LN'S 28
 LN'S 72-76 ADDED
 TTL SAME
 PLEASE CONFIRM
 THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
 ALL INVOICES ARE TO BE SENT TO:
 GREER MARGOLIS
 ACCOUNTING
 1010 WISCONSIN AVENUE NW
 SUITE 800
 WASHINGTON, DC 20007
 OBAMA FOR AMERICA

: LINE# : REP : CD : TIME PERIOD : LGTH : SEC : RATE : START : END : SPTS : WEEK : DAYS : TOTL :
 : : LINE# : : : : : : : DATE : DATE : /WK : INVT : : SPTS :

AGENCY ADVERTISER CODE = 95 AGENCY EST# = 1537
 AGENCY PRODUCT CODE = 101

28	ES	630P-700P	30			\$5,000.00	10/6	10/6	1			SAT	1
28	ES	630P-700P	30			\$5,000.00	10/13	10/13	0			SAT	0
28	ES	630P-700P	30			\$5,000.00	10/20	10/20	0			SAT	0
28	ES	630P-700P	30			\$5,000.00	10/27	10/27	1			SAT	1
28	ES	630P-700P	30			\$5,000.00	11/3	11/3	0			SAT	0

PROGRAM : NBC NEWS



CON COM1: NBC NEWS

72 A 800P-900P 30 \$4,500.00 10/9 10/9 1 TUE 1

PROGRAM : VOICE
CON COM1: VOICE

73 A 800P-900P 30 \$3,400.00 10/10 10/10 2 WED 2

PROGRAM : ANIMAL PRACTICE/GUYS W/ KIDS
CON COM1: ANIMAL PRACTICE/GUYS W/ KIDS

74 A 800P-900P 30 \$1,200.00 10/13 10/13 1 SAT 1

PROGRAM : REVOLUTION
CON COM1: REVOLUTION

75 A 900P-1000P 30 \$1,300.00 10/13 10/13 1 SAT 1

PROGRAM : CHICAGO FIRE
CON COM1: CHICAGO FIRE

76 A 800P-900P 30 \$1,200.00 10/20 10/20 1 SAT 1

PROGRAM : REVOLUTION
CON COM1: REVOLUTION

OCT/12 535015.00 NOV/12 172165.00

CONTRACT TOTAL 707180.00
TOTAL SPOTS 620

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Product: Obama For America	Booking Group: WFLA	Key Market: Tampa-St. Petersburg, FL
Demographic: (L) Household	Order:	

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30	Nbr of Spots			4	2		6	
				Comme	Closed PR							
12	M-F 530a News TWTF..	06		30	Nbr of Spots		2				2	
				Comme	Closed PR							
13	M-F 530a News TWTF..	06		30	Nbr of Spots				4		4	
				Comme	Closed PR							
15	M-F 6p News TWTF..	06		30	Nbr of Spots			3	4		7	
				Comme	Closed PR							
17	M-F 630p ET / 530p CT NBC Nightly News TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR				1		1	
18	M-F 7p News TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR				1		2	
20	M-F 730p Entertainment Tonight TWTF..	06		30	Nbr of Spots							
				Comme	Closed PR				2		2	
Weekly Totals:					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est/PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
22	M-Th, Su 430a News TWT..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4	20	500
26	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots		1				1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme	Nbr of Spots				1		1	
42	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme	Nbr of Spots							
43	Sun 7p ET / 6p CT Football Night in AmericaS	06		30 Comme	Nbr of Spots		1	1	1	1	4	
45	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06		30 Comme	Nbr of Spots		1	1	1		3	
47	M-Su 11p News .TWTF.S.	06		30 Comme	Nbr of Spots			2	3		5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme	Nbr of Spots			1	1		2	
66	M-F 530a News	06		30	Nbr of Spots							
Weekly Totals:						98	123	118	120	120	27	606
Open PR						-2	-1				-3	-5700
Closed PR						6	6	20	26	1	53	

Barack Obama/ D/ President
Submission Number 801 Issue 3



PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/14/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
68	M-F 6p News M.....	06		Comme 30	Closed PR Nbr of Spots			1			1	
71	M-F 630p ET / 630p CT NBC Nightly News M.....	06		Comme 30	Closed PR Nbr of Spots		1	1			2	
74	M-F 730p Entertainment Tonight M.....	06		Comme 30	Closed PR Nbr of Spots	1		1			2	
76	M-Th, Su 430a News M.....	06	25	Comme 30	Closed PR Nbr of Spots		1	1	1	1	5	12
77	M-Su 11p News M.....	06		Comme 30	Closed PR Nbr of Spots		1				1	
84	M-Th, Su 430a News M.....	06	25	Comme 30	Closed PR Nbr of Spots					1	1	2
85	M-F 1p Days Of Our Lives TWTF..	03	400	Comme 30	Nbr of Spots	2	2	2	2		10	4000
86	M-F 10a News TWTF..	03	160	Comme 30	Nbr of Spots	4	4	4	4		20	3200
87	M-F 1135p ET / 1035p CT Tonight Show TWTF..	03	650	Comme 30	Nbr of Spots	4	4	4	4		20	13000
Weekly Totals:					98	123	118	120	120	27	606	
Total Spots(Ord Spots)					-2	-1					-3	-5700
Open PR						6	20	26	1		53	
Closed PR												

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120804026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est/PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
88	M-F 11a Daytime .TWTF..	03	160	30 Comme	Nbr of Spots	4	4	4	4	4	20	3200
89	M-F 12p Today Show III .TWTF..	03	200	30 Comme	Nbr of Spots	4	4	4	4	4	20	4000
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	800	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
Weekly Totals: Total Spots (Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
100	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
101	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
102	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
103	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	4	4	4	20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots	1		1		1	2	6800
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots	1		1		1	2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots	1				1	2	7200
Weekly Totals:					Total Spots(Ord Spots)	98	123	118	120	120	27	606
					Open PR	-2	-1					-3
					Closed PR	6	20	26	1			53

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer: "	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
107	Mon 8-10p ET / 7-9p CT Voice	03	9000	30		1	1		1	1	4	36000
	M.....			Comme								
108	Mon 8p ET / 7p CT The Voice	03	9000	30				1			1	9000
	M.....			Comme								
109	Sat 1130p ET / 1030p CT Saturday Night Live	03	1200	30	1	1	1	1	1		5	6000
S.			Comme								
110	Sat 12p News	03	150	30	1	1	1	1	1		5	750
S.			Comme								
111	Sat 6p News	03	700	30	1			1			2	1400
S.			Comme								
112	Sat 630p ET / 530p CT NBC Nightly News	01	5000	30	1			1			2	10000
S.			Comme								
113	Sat 7p Entertainment Tonight	03	650	30		1	1	1	1	1	4	2600
S.			Comme								
114	Sat 7a Today Show	03	500	30	2	2	2	2	2		10	5000
S.			Comme								
115	Sat 9a News	03	300	30	1	1	1	1	1	1	5	1500
S.			Comme								
117	Sun 12p News	03	150	30	1	1	1	1	1	1	5	750
				Nbr of Spots								
Weekly Totals:					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	...	Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
118	Sun 6p NewsS	03	750	30 Comme	1	1	1	1	1		5	3750
119	Sun 630p ET / 530p CT NBC Nightly NewsS	01	5000	30 Comme	1	1	1	1	1		5	25000
120	Sun 7p ET / 6p CT Football Night In AmericaS	03	3400	30 Comme	1	1	1	1	1		5	17000
121	Sun 8a Today ShowS	03	500	30 Comme	1	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme	1	1	1	1	1		5	50000
123	Sun 9a NewsS	03	300	30 Comme	1	1	1	1	1		5	1500
124	M-Su 11p News .TWTFS.	03	1250	30 Comme	4	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood T....	03	3600	30 Comme	1			1	1		3	10800
126	Tue 8p ET / 7p CT Voice T....	03	9000	30 Comme	1		1		1		3	27000
Weekly Totals: Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
127	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3600	30 Comme		1	1		1		3	10800
128	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	3600	30 Comme		1		1			2	7200
129	M-F 10a News M.....	03	160	30 Comme		1	1	1	1	1	5	800
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme		1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme		1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme		1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme		1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme		1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme		1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	150	30 Comme		1	1	1	1	1	5	750
Weekly Totals:					98	123	119	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 681730	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
137	M-F 5p News	03	900	30		1	1	1	1	1	5	4500
138	M-F 530a News	01	476	30		1	1	1	1	1	5	2350
139	M-F 530p News	03	900	30		1	1	1	1	1	5	4500
140	M-F 6p News	03	1200	30		1	1	1	1	1	5	6000
141	M-F 6a News	02	900	30		1					1	900
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
Weekly Totals: Total Spots (Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR					6	6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
146	M-F 9a Today Show II M.....	03	550	30 Comme		1	1	1	1	1	5	2750
147	M-Su 11p News M.....	03	1250	30 Comme		1	1	1	1	1	5	6250
148	M-F 12p Today Show III .T.....	03	200	30 Comme						1	1	200
149	M-F 4p Dr Oz .T.....	03	600	30 Comme						1	1	600
150	M-F 5p News .T.....	03	900	30 Comme						1	1	900
151	M-F 7a Today Show .T.....	03	900	30 Comme						1	1	900
152	M-F 9a Today Show II .T.....	03	550	30 Comme						1	1	550
153	Sun 10a Meet The PressS	03	1400	30 Comme		1	1	1	1		4	5600
154	Tue 8p ET / 7p CT Voice T.....	06	4500	30 Comme		1					1	4500
155	Wed 8-9p ET / 7-8p CT Animal Practice/ Guys IV Kids	03	3400	30 Nbr of Spots		2					2	6800
Weekly Totals: Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	28	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 801 Issue 3



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	681730	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 / 101 / 1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est/PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
156	Sat 8p ET / 7p CT RevolutionS.	03	1200	30 Comme		1	1				2	2400
157	Sat 9p ET / 8p CT Chicago FireS.	03	1300	30 Comme		1					1	1300

Weekly Totals:												
Total Spots(Ord Spots)					98	123	118	120	120	27	606	
Open PR					-2	-1					-3	-5700
Closed PR						6	20	26	1		53	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	:30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/15/12	Closed Pre Emption	1,800.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	:30 Commercial	10/22/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	:30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/09/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
104	Fri 8-9p ET / 7-8p CT Whitey / Community	:30 Commercial	10/01/12	Open Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026
141	M-F 6a News	:30 Commercial	10/08/12	Open Pre Emption	3,400.00	No Makegood / Credit	0000000000	E:120904026
153	Sun 10a Meet The Press	:30 Commercial	10/01/12	Open Pre Emption	900.00	No Makegood / Credit	0000000000	E:120904026
					1,400.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4	
		10/01	10/08	10/15	10/22	10/29	11/05
Spots	606	98	123	118	120	120	27
Cost	687,430	11,310	143,505	132,275	132,275	139,175	28,890

Grand Totals:

Spots:	606
Gross Total:	681,730.00
Commission:	102,259.50
Net Total:	579,470.50

REF HEADLINE# 6296388
\$\$\$ MOD# 00 UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP25/12 17.12
*** WFLA-TV ***

ADV # ADV. NAME POLI/B OBAMA/D/PRE/US

REP. # OFF. # SALESMAN #

ADV # ADV. NAME GREER, MARCOLIS, MITCHELL

BUYER NAME KATIE KEULEMAN

1090 K ST NW,

SALES PRSN WA- MEGHAN MCGARR (H)

WASHINGTON, DC 20007

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 NOV12/12 WE-R

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP25/12 17.12

REF: REVISION

RATE CHANGE ON ALL LN'S EXCEPT 37, 64, 71
NEW TTL \$707,180

PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:

GREER MARCOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA

\$34,750

21/12

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
-------	-----	----	-------------	------	-----	------	------------	----------	---------	-----------	------	-----------

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1537

✓	R		100P-200P	30		\$400.00	10/2	11/2	2		TU-F	10
---	---	--	-----------	----	--	----------	------	------	---	--	------	----

PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

9/27/12 FCC (3)

703-516-9680
FROM REP SEP25/12 17.12
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
✓	R		1000A-1030A	30		\$160.00	10/2	11/2	4		TU-F	20
PROGRAM : MIDDAY NEWS												
CON COM1 : MIDDAY NEWS												
✓	R		1135P-1237A	30		\$636.00	10/2	11/2	4		TU-F	20
PROGRAM : THE TONIGHT SHOW												
CON COM1 : THE TONIGHT SHOW												
✓	R		1100A-1200N	30		\$160.00	10/2	11/2	4		TU-F	20
PROGRAM : DAYTIME												
CON COM1 : DAYTIME												
✓	R		1200N-100P	30		\$200.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW 3												
CON COM1 : TODAY SHOW 3												
✓	R		200P-300P	30		\$250.00	10/2	11/2	4		TU-F	20
PROGRAM : RACHAEL RAY												
CON COM1 : RACHAEL RAY												
✓	R		300P-400P	30		\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : DOCTORS												
CON COM1 : DOCTORS												
✓	R		400P-500P	30		\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : DR. OZ												
CON COM1 : DR. OZ												
✓	R		500A-530A	30		\$150.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
✓	R		500P-530P	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1 : NEWS CHANNEL 8 5P												

703-516-9680
 FROM REP SEP25/12 17.12
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11	R		530A-600A	30		\$470.00	10/2	10/5	4		TU-F	4
11	R		530A-600A	30		\$470.00	10/9	10/12	3		TU-F	3
11	R		530A-600A	30		\$470.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
12	R		530P-600P	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
13	R		600P-630P	30		\$1,200.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
14	R		600A-700A	30		\$700.00	10/2	10/5	2		TU-F	2
14	R		600A-700A	30		\$700.00	10/9	10/12	2		TU-F	2
14	R		600A-700A	30		\$700.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
15	R		630P-700P	30		\$5,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
16	R		700P-730P	30		\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1 : NEWSCHANNEL 8 @ 7PM												
17	R		700A-900A	30		\$900.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
18	R		730P-800P	30		\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1 : EXTRA												

REF HEADLINE# 6440389
\$\$\$ MOD# 11 UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
CHANGES
SEP25/12 17.12
*** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	R		700A-1000A PROGRAM : TODAY SHOW 2 CON COM1 : TODAY SHOW 2	30		\$550.00	10/2	11/2	4		TU-F	20
21	R		400P-500P PROGRAM : WHITNEY/COMMUNITY CON COM1 : WHITNEY/COMMUNITY	30		\$3,400.00	10/5	10/5	1		FRI	1
21	R		800P-900P PROGRAM : WHITNEY/COMMUNITY CON COM1 : WHITNEY/COMMUNITY	30		\$3,400.00	10/19	10/19	1		FRI	1
21	R		900P-900P PROGRAM : WHITNEY/COMMUNITY CON COM1 : WHITNEY/COMMUNITY	30		\$3,400.00	11/2	11/2	1		FRI	1
22	R		900P-1000P PROGRAM : GRIMM CON COM1 : GRIMM	30		\$3,400.00	10/12	10/12	1		FRI	1
22	R		900P-1000P PROGRAM : GRIMM CON COM1 : GRIMM	30		\$3,400.00	10/26	10/26	1		FRI	1
23	R		1000P-1100P PROGRAM : THE VOICE CON COM1 : THE VOICE	30		\$3,600.00	10/15	10/15	1		MON	1
23	R		1000P-1100P PROGRAM : THE VOICE CON COM1 : THE VOICE	30		\$3,600.00	10/29	10/29	1		MON	1
24	R		800P-1000P PROGRAM : SATURDAY NIGHT LIVE CON COM1 : SATURDAY NIGHT LIVE	30		\$1,200.00	10/6	11/3	1		SAT	5
26	R		1200N-100P PROGRAM : NEWSCHANNEL 8 @ 12N CON COM1 : NEWSCHANNEL 8 @ 12N	30		\$150.00	10/6	11/3	1		SAT	5
27	R		600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$700.00	10/6	11/3	1		SAT	5

10/20 → 8-9P

10/13, 10/20, 11/3-11/4 42100

REP HEADLINE# 6296388
 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP25/12 17.12
 *** WFLA-TV ***

LINE#	REP	CODE	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	R		630P-700P	30		\$5,000.00	10/6	11/3	1		SAT	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
23	R		700P-800P	30		\$650.00	10/6	11/3	1		SAT	5
PROGRAM : ENTERTAINMENT TONIGHT												
CON COM1: ENTERTAINMENT TONIGHT												
30	R		700A-900A	30		\$500.00	10/6	11/3	2		SAT	10
PROGRAM : SATURDAY TODAY												
CON COM1: SATURDAY TODAY												
31	R		900A-1000A	30		\$300.00	10/6	11/3	1		SAT	5
PROGRAM : NEWSCHANNEL 8 SATURDAY												
CON COM1: NEWSCHANNEL 8 SATURDAY												
32	R		1000A-1100A	30		\$1,400.00	10/7	11/4	1		SUN	5
PROGRAM : MEET THE PRESS												
CON COM1: MEET THE PRESS												
33	R		1200N-100P	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 @ NOON												
CON COM1: NEWSCHANNEL 8 @ NOON												
34	R		600P-630P	30		\$750.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8/												
CON COM1: NEWSCHANNEL 8/												
35	R		630P-700P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
36	R		700P-830P	30		\$3,400.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												

10/13, 10/20, 11/3-11/4 415,000

10/16-11/4 4650

REF HEADLINE# 0260388
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REV: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP25/12 17.12
 *** WFLA-TV ***

LINE#	RT	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36	R		800A-900A	30		\$500.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY CON COM1: SUNDAY TODAY												
39	R		815P-1130P	30		10000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL CON COM1: SUNDAY NIGHT FOOTBALL												
40	R		900A-1000A	30		\$300.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY CON COM1: NEWSCHANNEL 8 SUNDAY												
41	R		1100P-1135P	30		\$1,250.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM												
42	R		1000P-1100P	30		\$3,600.00	10/2	10/2	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/16	10/16	1		TUE	1
42	R		1000P-1100P	30		\$3,600.00	10/30	10/30	1		TUE	1
PROGRAM : PARENTHOOD CON COM1: PARENTHOOD												
43	R		800P-900P	30		\$9,000.00	10/2	10/2	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/16	10/16	1		TUE	1
43	R		800P-900P	30		\$9,000.00	10/30	10/30	1		TUE	1
PROGRAM : THE VOICE RESULTS CON COM1: THE VOICE RESULTS												
44	R		1000P-1100P	30		\$3,600.00	10/3	10/3	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/17	10/17	1		WED	1
44	R		1000P-1100P	30		\$3,600.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												

1 NA
 → mcyd STP 10/10

1 NA
 → mcyd STP 10/23

FAX# 703-516-9680
HARRIS REPORT FROM REP SEP25/12 17.12
CHANGES *** WFLA-TV ***

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
45	R		900P-1000P	30		\$3,600.00	10/10	10/10	1		WED	1
46	R		900P-1000P	30		\$3,600.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU												
47	R		1000A-1030A	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
48	R		1135P-1237A	30		\$650.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												
49	R		1100A-1200N	30		\$160.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME CON COM1: DAYTIME												
50	R		1200N-100P	30		\$200.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
51	R		200P-300P	30		\$250.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
52	R		300P-400P	30		\$450.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS CON COM1: DOCTORS												
53	R		400P-500P	30		\$600.00	10/8	11/5	1		MON	5
PROGRAM : DR. OZ CON COM1: DR. OZ												
54	R		500A-530A	30		\$150.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY												

```
# 703-516-9680
FROM REP SEP25/12 17.12
**CHANGES** *** WFLA-TV ***
```

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
54	R		500P-530P	30		\$500.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
55	R		530A-600A	30		\$470.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
56	R		530P-600P	30		\$500.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1: NEWS CHANNEL 8 530P												
57	R		600P-630P	30		\$1,200.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL8												
CON COM1: NEWS CHANNEL8												
58	R		600A-700A	30		\$900.00	10/8	10/8	1		MON	1
58	R		600A-700A	30		\$900.00	10/22	11/5	1		MON	3
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1: NEWSCHANNEL 8 TODAY												
59	R		630P-700P	30		\$5,000.00	10/8	11/5	1		MON	5
PROGRAM : NBC NEWS												
CON COM1: NBC NEWS												
60	R		700P-730P	30		\$1,000.00	10/8	11/5	1		MON	5
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1: NEWSCHANNEL 8 @ 7PM												
61	R		700A-900A	30		\$900.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
62	R		730P-800P	30		\$1,000.00	10/8	11/5	1		MON	5
PROGRAM : EXTRA												
CON COM1: EXTRA												

REP HEADLINE# 629,284
 \$\$\$ MOD# 01 UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP
 CHANGES
 SEP25/12 17.12
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
63	R		900A-1000A	30		\$550.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
65	R		1100P-1135P	30		\$1,250.00	10/8	11/5	1		MON	5
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
66	R		1200N-100P	30		\$200.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
67	R		400P-500P	30		\$600.00	11/6	11/6	1		TUE	1
PROGRAM : DR. OZ												
CON COM1: DR. OZ												
68	R		500P-530P	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : NEWS CHANNEL 8 5P												
CON COM1: NEWS CHANNEL 8 5P												
69	R		700A-900A	30		\$900.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
70	R		900A-1000A	30		\$550.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
OCT/12	530015.00	NOV/12	177169.00									
CONTRACT TOTAL												707180.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 23% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
 DEMOS- RA35+4

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

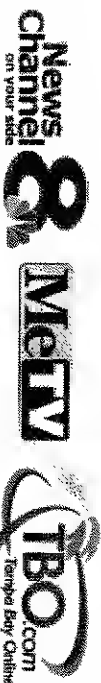
Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E-120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type		10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
3	M-F 1135p ET / 1035p CT Tonight Show TWTF..	06		30	Nbr of Spots							6	
				Comme	Closed PR			4	2				
12	M-F 530a News TWTF..	06		30	Nbr of Spots		2					2	
				Comme	Closed PR								
13	M-F 530a News TWTF..	06		30	Nbr of Spots				4			4	
				Comme	Closed PR								
15	M-F 6p News TWTF..	06		30	Nbr of Spots				3	4		7	
				Comme	Closed PR								
17	M-F 630p ET / 530p CT NBC Nightly News TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
18	M-F 7p News TWTF..	06		30	Nbr of Spots								
				Comme	Closed PR				1			1	
20	M-F 730p Entertainment Tonight TWTF..	06		30	Nbr of Spots				4	2		6	
				Comme	Closed PR								
22	M-Th, Su 430a News	06		25	Nbr of Spots	4	4	4	4	4	4	20	500
Weekly Totals: Total Spots(Ord Spots)						98	118	117	120	120	129	27	600
Closed PR							6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
26	TWT..S Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme Nbr of Spots Closed PR		1					1	
27	Fri 9p ET / 8p CT Grimm ...F..	06		30 Comme Nbr of Spots Closed PR				1			1	
42	Sun 630p ET / 530p CT NBC Nightly NewsS	06		30 Comme Nbr of Spots Closed PR				1			1	
43	Sun 7p ET / 6p CT Football Night in AmericaS	06		30 Comme Nbr of Spots Closed PR		1		1		1	4	
45	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06		30 Comme Nbr of Spots Closed PR		1		1			3	
47	M-Su 11p News ..TWTF..	06		30 Comme Nbr of Spots Closed PR			2	3			5	
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06		30 Comme Nbr of Spots Closed PR			1	1			2	
66	M-F 530a News M.....	06		30 Comme Nbr of Spots Closed PR				1			1	
68	M-F 6p News M.....	06		30 Comme Nbr of Spots Closed PR			1	1			2	
Weekly Totals: Total Spots(Ord Spots)					96	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8886

Original

Client: Barack Obama/ D/ President Submission Cost: 672430 Campaign Ref: E 120904026
Buyer: Schedule Dates: 10/01/12 to 11/11/12 Client/Product/Estimate: 95 /101 /1537 Sales Rep: HRP Washington, DC
Est./PO Number: 06296388 Weeks: 6 Order Ref: 06296388
Associated Copies: No Contract type: Political Business Type: POLITICAL Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06		30 Nbr of Spots Closed PR		1		1			2	
74	M-F 730p Entertainment Tonight M.....	06		30 Nbr of Spots Closed PR			1	1			2	
76	M-Th, Su 430a News M.....	06	25	30 Nbr of Spots		1	1	1	1	1	5	125
77	M-Su 11p News M.....	06		30 Nbr of Spots Closed PR			1				1	
84	M-Th, Su 430a News M.....	06	25	30 Nbr of Spots						1	1	25
85	M-F 1p Days Of Our Lives .TWTF..	03	400	30 Nbr of Spots	2	2	2	2	2		10	4000
86	M-F 10a News .TWTF..	03	160	30 Nbr of Spots	4	4	4	4	4		20	3200
87	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	03	660	30 Nbr of Spots	4	4	4	4	4		20	13000
88	M-F 11a Daytime .TWTF..	03	160	30 Nbr of Spots	4	4	4	4	4		20	3200
89	M-F 12p Today Show III .TWTF..	03	200	30 Nbr of Spots	4	4	4	4	4		20	4000
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est/PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
90	M-F 2p Rachael Ray .TWTF..	03	250	30 Comme	Nbr of Spots	4	4	4	4	4	20	5000
91	M-F 3p Doctors .TWTF..	03	450	30 Comme	Nbr of Spots	4	4	4	4	4	20	9000
92	M-F 4p Dr Oz .TWTF..	03	600	30 Comme	Nbr of Spots	4	4	4	4	4	20	12000
93	M-F 5a News .TWTF..	03	150	30 Comme	Nbr of Spots	4	4	4	4	4	20	3000
94	M-F 5p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
95	M-F 530a News .TWTF..	01	470	30 Comme	Nbr of Spots	4	3	4	4	4	19	8930
96	M-F 530p News .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
97	M-F 6p News .TWTF..	03	1200	30 Comme	Nbr of Spots	4	4	4	4	4	20	24000
98	M-F 6a News .TWTF..	03	700	30 Comme	Nbr of Spots	2	2	2	2	2	10	7000
99	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	01	5000	30 Comme	Nbr of Spots	4	4	4	4	4	20	100000
Weekly Totals: (Total Spots(Ord Spots))					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est/PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
100	M-F 7p News .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
101	M-F 7a Today Show .TWTF..	03	900	30 Comme	Nbr of Spots	4	4	4	4	4	20	18000
102	M-F 730p Entertainment Tonight .TWTF..	03	1000	30 Comme	Nbr of Spots	4	4	4	4	4	20	20000
103	M-F 9a Today Show II .TWTF..	03	550	30 Comme	Nbr of Spots	4	4	4	4	4	20	11000
104	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	02	3400	30 Comme	Nbr of Spots	1		1		1	3	10200
105	Fri 9p ET / 8p CT Grimm ...F..	03	3400	30 Comme	Nbr of Spots		1		1		2	6800
106	Mon 10p ET / 9p CT Revolution M.....	03	3600	30 Comme	Nbr of Spots		1			1	2	7200
107	Mon 8-10p ET / 7-9p CT Voice M.....	03	9000	30 Comme	Nbr of Spots		1	1		1	4	36000
108	Mon 8p ET / 7p CT The Voice M.....	03	9000	30 Comme	Nbr of Spots				1		1	9000
109	Sat 1130p ET / 1030p CT Saturday Night LiveS.	03	1200	30 Comme	Nbr of Spots	1	1	1	1	1	5	6000
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	800	
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President Submission Cost: 672430 Campaign Ref: E:120904026
Buyer: .. Client/Product/Estimate: 95/101/1537 Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12 Weeks: 6 Order Ref: 06296388
Est./PO Number: 06296388 Contract type: Political Business Type: POLITICAL
Associated Copies: No Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
110	Sat 12p NewsS.	03	150	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
111	Sat 6p NewsS.	03	700	30 Comme	Nbr of Spots	1			1		2	1400
112	Sat 630p ET / 530p CT NBC Nightly NewsS.	01	5000	30 Comme	Nbr of Spots	1			1		2	10000
113	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots		1	1	1	1	4	2600
114	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots	2	2	2	2	2	10	5000
115	Sat 9a NewsS.	03	300	30 Comme	Nbr of Spots	1	1	1	1	1	5	1500
116	Sun 10a Meet The PressS.	02	1400	30 Comme	Nbr of Spots	1	1	1	1	1	5	7000
117	Sun 12p NewsS.	03	150	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
118	Sun 6p NewsS.	03	750	30 Comme	Nbr of Spots	1	1	1	1	1	5	3750
119	Sun 630p ET / 530p CT NBC Nightly NewsS.	01	5000	30 Comme	Nbr of Spots	1	1	1	1	1	5	25000
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 672430	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95 / 01 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/11/12	Weeks: 6	Order Ref: 06296388
Est/PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
120	Sun 7p ET / 6p CT Football Night In AmericaS	03	3400	30 Comme	Nbr of Spots	1	1	1	1		5	17000
121	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots	1	1	1	1		5	2500
122	Sun 815p ET / 715p CT NBC Sunday Night FootballS	03	10000	30 Comme	Nbr of Spots	1	1	1	1		5	50000
123	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots	1	1	1	1		5	1500
124	M-Su 11p News TWTFSS.	03	1250	30 Comme	Nbr of Spots	4	4	4	4		20	25000
125	Tue 10p ET / 9p CT Parenthood .T....	03	3500	30 Comme	Nbr of Spots	1			1		3	10800
126	Tue 8p ET / 7p CT Voice .T....	03	9000	30 Comme	Nbr of Spots	1		1			3	27000
127	Wed 10p ET / 9p CT Chicago Fire ..W....	03	3500	30 Comme	Nbr of Spots		1	1			3	10800
128	Wed 9p ET / 8p CT Law & Order SVU ..W....	03	3500	30 Comme	Nbr of Spots		1		1		2	7200
129	M-F 10a News M.....	03	160	30 Comme	Nbr of Spots		1	1	1	1	5	800
Weekly Totals:					Total Spots(Ord Spots)	98	118	117	120	120	27	600
Closed PR							6	20	26	1		53

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President
Buyer: ..
Schedule Dates: 10/01/12 to 11/11/12
Est./PO Number: 06296388
Associated Copies: No

Submission Cost: 672430
Client/Product/Estimate: 95 /101 /1537
Weeks: 6
Contract type: Political

Campaign Ref: E:120904026
Sales Rep: HRP Washington, DC
Order Ref: 06296388
Business Type: POLITICAL
Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
130	M-F 1135p ET / 1035p CT Tonight Show M.....	03	650	30 Comme	Nbr of Spots	1	1	1	1	1	5	3250
131	M-F 11a Daytime M.....	03	160	30 Comme	Nbr of Spots	1	1	1	1	1	5	800
132	M-F 12p Today Show III M.....	03	200	30 Comme	Nbr of Spots	1	1	1	1	1	5	1000
133	M-F 2p Rachael Ray M.....	03	250	30 Comme	Nbr of Spots	1	1	1	1	1	5	1250
134	M-F 3p Doctors M.....	03	450	30 Comme	Nbr of Spots	1	1	1	1	1	5	2250
135	M-F 4p Dr Oz M.....	03	600	30 Comme	Nbr of Spots	1	1	1	1	1	5	3000
136	M-F 5a News M.....	03	160	30 Comme	Nbr of Spots	1	1	1	1	1	5	750
137	M-F 5p News M.....	03	900	30 Comme	Nbr of Spots	1	1	1	1	1	5	4500
138	M-F 530a News M.....	01	470	30 Comme	Nbr of Spots	1	1	1	1	1	5	2350
139	M-F 530p News M.....	03	900	30 Comme	Nbr of Spots	1	1	1	1	1	5	4500
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR					6	20	26	1			53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President Submission Cost: 672430 Campaign Ref: E:120904026
Buyer: Schedule Dates: 10/01/12 to 11/11/12 Client/Product/Estimate: 95 /101 /1537 Sales Rep: HRP Washington, DC
Est./PO Number: 06296388 Weeks: 6 Order Ref: 06296388
Associated Copies: No Contract type: Political Business Type: POLITICAL Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
140	M-F 6p News	03	1200	30		1	1	1	1	1	5	6000
	M.....			Comme								
141	M-F 6a News	02	900	30		1		1	1	1	4	3600
	M.....			Comme								
142	M-F 630p ET / 530p CT NBC Nightly News	01	5000	30		1	1	1	1	1	5	25000
	M.....			Comme								
143	M-F 7p News	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
144	M-F 7a Today Show	03	900	30		1	1	1	1	1	5	4500
	M.....			Comme								
145	M-F 730p Entertainment Tonight	03	1000	30		1	1	1	1	1	5	5000
	M.....			Comme								
146	M-F 9a Today Show II	03	550	30		1	1	1	1	1	5	2750
	M.....			Comme								
147	M-Su 11p News	03	1250	30		1	1	1	1	1	5	6250
	M.....			Comme								
148	M-F 12p Today Show III	03	200	30						1	1	200
	T.....			Comme								
149	M-F 4p Dr Oz	03	600	30						1	1	600
	T.....			Comme								
Weekly Totals: Total Spots(Ord Spots)					98	118	117	120	120	27	600	
Closed PR						6	20	26	1		53	

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 783 Issue 2



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	672430	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/11/12	Weeks:	6	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	10/01	10/08	10/15	10/22	10/29	11/05	Total	Cost
150	M-F 5p News T....	03	900	30 Comme	Nbr of Spots						1	1	900
151	M-F 7a Today Show T....	03	900	30 Comme	Nbr of Spots						1	1	900
152	M-F 9a Today Show II T....	03	550	30 Comme	Nbr of Spots						1	1	550
Weekly Totals: Total Spots(Ord Spots)						98	118	117	120	120	27	600	
Closed PR							6	20	26	1		53	

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
3	M-F 1135p ET / 1035p CT Tonight Show	30 Commercial	10/15/12	Closed Pre Emption	1,300.00	No Makegood / Credit	0000000000	E:120904026
12	M-F 530a News	30 Commercial	10/22/12	Closed Pre Emption	650.00	No Makegood / Credit	0000000000	E:120904026
13	M-F 530a News	30 Commercial	10/08/12	Closed Pre Emption	250.00	No Makegood / Credit	0000000000	E:120904026
15	M-F 6p News	30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
17	M-F 630p ET / 530p CT NBC Nightly News	30 Commercial	10/15/12	Closed Pre Emption	2,400.00	No Makegood / Credit	0000000000	E:120904026
18	M-F 7p News	30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
20	M-F 730p Entertainment Tonight	30 Commercial	10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	30 Commercial	10/22/12	Closed Pre Emption	2,000.00	No Makegood / Credit	0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	30 Commercial	10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night In America	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/08/12	Closed Pre Emption	1,700.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
47	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	5,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	1,250.00	No Makegood / Credit	0000000000	E:120904026
58	M-F 1135p ET / 1035p CT Tonight Show	:30 Commercial	10/22/12	Closed Pre Emption	1,875.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
66	M-F 530a News	:30 Commercial	10/22/12	Closed Pre Emption	325.00	No Makegood / Credit	0000000000	E:120904026
68	M-F 6p News	:30 Commercial	10/22/12	Closed Pre Emption	125.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Closed Pre Emption	600.00	No Makegood / Credit	0000000000	E:120904026
			10/08/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
74	M-F 730p Entertainment Tonight	:30 Commercial	10/22/12	Closed Pre Emption	1,000.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
77	M-Su 11p News	:30 Commercial	10/22/12	Closed Pre Emption	500.00	No Makegood / Credit	0000000000	E:120904026
			10/15/12	Closed Pre Emption	625.00	No Makegood / Credit	0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4	
		10/01	10/08	10/15	10/22	10/29	11/05
Spots	600	98	118	117	120	120	27
Cost	672,430	111,310	129,705	131,075	132,275	139,175	28,890

Grand Totals:

Spots:	600
Gross Total:	672,430.00
Commission:	100,864.50
Net Total:	571,565.50

REP HEADLINE# 6296388
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
ORDER WORKSHEET

FAX# 703-516-9680
HARRIS REPORT FROM REP
AUG23/12 18.47
*** WFLA-TV ***

ADV # ADV. NAME POLI/E OBAMA/D/PRE/US

AGY # AGY. NAME GREER, MARGOLIS, MITCHELL

3050 R ST NW,

WASHINGTON, DC 20007

REP. # OFF. # SALESMAN #

BUYER NAME KATIE KEULEMAN

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6296388

CLASS: NATL. LOCAL REGIONAL

PRDCT OBAMA FOR AMERICA EST#1537 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT3/12 NOV12/12 WK-6

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE AUG23/12 18.47

REP: NEW ORDER
TTL \$299,625 @617X
PLEASE CONFIRM
THANKS SHOSHANA FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL INVOICES ARE TO BE SENT TO:
GREER MARGOLIS
ACCOUNTING
1010 WISCONSIN AVENUE NW
SUITE 800
WASHINGTON, DC 20007
OBAMA FOR AMERICA



\$25,785

2011

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1			100P-200P	30		\$200.00	10/2	11/2	2		TU-F	10

AGENCY ADVERTISER CODE = 95
AGENCY PRODUCT CODE = 101
AGENCY EST# = 1537

PROGRAM : DAYS OF OUR LIVES
CON COM1 : DAYS OF OUR LIVES

9/5/12 FCC

CS

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
2			1000A-1030A PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS	30		\$80.00	10/2	11/2	4		TU-F	20
3			1135P-1237A PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW	30		\$325.00	10/2	11/2	4		TU-F	20
4			1100A-1200N PROGRAM : DAYTIME CON COM1: DAYTIME	30		\$80.00	10/2	11/2	4		TU-F	20
5			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	10/2	11/2	4		TU-F	20
6			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$125.00	10/2	11/2	4		TU-F	20
7			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$225.00	10/2	11/2	4		TU-F	20
8			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/2	11/2	4		TU-F	20
9			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/2	11/2	4		TU-F	20
10			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/2	11/2	4		TU-F	20

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
11			530A-600A	30		\$125.00	10/2	10/5	4		TU-F	4
11			530A-600A <i>News</i>	30	3	\$125.00	10/9	10/12	3		TU-F	3
11			530A-600A	30		\$125.00	10/16	11/2	4		TU-F	12
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
12			530P-600P	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8 530P												
CON COM1 : NEWS CHANNEL 8 530P												
13			600P-630P	30	3	\$600.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWS CHANNEL 8												
CON COM1 : NEWS CHANNEL 8												
14			600A-700A	30		\$325.00	10/2	10/5	2		TU-F	2
14			600A-700A	30	3	\$325.00	10/9	10/12	2		TU-F	2
14			600A-700A	30		\$325.00	10/16	11/2	2		TU-F	6
PROGRAM : NEWSCHANNEL 8 TODAY												
CON COM1 : NEWSCHANNEL 8 TODAY												
15			630P-700P	30	3	\$1,000.00	10/2	11/2	4		TU-F	20
PROGRAM : NBC NEWS												
CON COM1 : NBC NEWS												
16			700P-730P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : NEWSCHANNEL 8 @ 7PM												
CON COM1 : NEWSCHANNEL 8 @ 7PM												
17			700A-900A	30	3	\$450.00	10/2	11/2	4		TU-F	20
PROGRAM : TODAY SHOW												
CON COM1 : TODAY SHOW												
18			730P-800P	30	3	\$500.00	10/2	11/2	4		TU-F	20
PROGRAM : EXTRA												
CON COM1 : EXTRA												

REP HEADLINE# 02-0386
 *** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9080
 HARRIS REPORT FROM REP
 AUG23/12 18.47
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
19			900A-1000A	30		\$275.00	10/2	11/2	4		TU-F	20
			PROGRAM : TODAY SHOW 2									
			CON COM1: TODAY SHOW 2									
20			430A-459A	30		\$25.00	10/2	11/4	4		TU-TH, SU	20
			PROGRAM : NC 8 TODAY AT 430A									
			CON COM1: NC 8 TODAY AT 430A									
21			800P-900P	30		\$1,700.00	10/5	10/5	1		FRI	1
21			800P-900P	30		\$1,700.00	10/19	10/19	1		FRI	1
21			800P-900P	30		\$1,700.00	11/2	11/2	1		FRI	1
			PROGRAM : WHITNEY/COMMUNITY									
			CON COM1: WHITNEY/COMMUNITY									
22			900P-1000P	30		\$1,700.00	10/12	10/12	1		FRI	1
22			900P-1000P	30		\$1,700.00	10/26	10/26	1		FRI	1
			PROGRAM : GRIMM									
			CON COM1: GRIMM									
23			1000P-1100P	30		\$1,800.00	10/15	10/15	1		MON	1
23			1000P-1100P	30		\$1,800.00	10/29	10/29	1		MON	1
			PROGRAM : REVOLUTION									
			CON COM1: REVOLUTION									
24			800P-1000P	30		\$4,500.00	10/8	11/5	1		MON	5
			PROGRAM : THE VOICE									
			CON COM1: THE VOICE									
25			1130P-101A	30		\$600.00	10/6	11/3	1		SAT	5
			PROGRAM : SATURDAY NIGHT LIVE									
			CON COM1: SATURDAY NIGHT LIVE									
26			1200N-100P	30		\$75.00	10/6	11/3	1		SAT	5
			PROGRAM : NEWSCHANNEL 8 @ 12N									
			CON COM1: NEWSCHANNEL 8 @ 12N									

10/22 8-9P. → WFLA-TV

REP HEADLINE# 6206388
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG23/12 18.47
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
27			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$350.00	10/6	11/3	1		SAT	5
28			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/13, 10/20, 11/3 - 11/4		1		SAT	5
29			700P-800P PROGRAM : ENTERTAINMENT TONIGHT CON COM1 : ENTERTAINMENT TONIGHT	30		\$325.00	10/13, 10/20, 11/3 - 11/4		1		SAT	5
30			700A-900A PROGRAM : SATURDAY TODAY CON COM1 : SATURDAY TODAY	30		\$250.00	10/6	11/3	2		SAT	10
31			900A-1000A PROGRAM : NEWSCHANNEL 8 SATURDAY CON COM1 : NEWSCHANNEL 8 SATURDAY	30		\$150.00	10/6	11/3	1		SAT	5
32			1000A-1100A PROGRAM : MEET THE PRESS CON COM1 : MEET THE PRESS	30		\$500.00	10/7	11/4	1		SUN	5
33			1200N-100P PROGRAM : NEWSCHANNEL 8 @ NOON CON COM1 : NEWSCHANNEL 8 @ NOON	30		\$75.00	10/7	11/4	1		SUN	5
34			600P-630P PROGRAM : NEWSCHANNEL 8/ CON COM1 : NEWSCHANNEL 8/	30		\$375.00	10/7	11/4	1		SUN	5
35			630P-700P PROGRAM : NBC NEWS CON COM1 : NBC NEWS	30		\$1,250.00	10/7	11/4	1		SUN	5

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36			700P-830P	30		\$1,700.00	10/7	11/4	1		SUN	5
PROGRAM : FOOTBALL NIGHT IN AMRC												
CON COM1: FOOTBALL NIGHT IN AMRC												
37			700P-900P	30		\$1,700.00	10/7	11/4	2		SUN	10
PROGRAM : DATELINE												
CON COM1: DATELINE												
38			800A-900A	30		\$250.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY TODAY												
CON COM1: SUNDAY TODAY												
39			815P-1130P	30		\$5,000.00	10/7	11/4	1		SUN	5
PROGRAM : SUNDAY NIGHT FOOTBALL												
CON COM1: SUNDAY NIGHT FOOTBALL												
40			900A-1000A	30		\$150.00	10/7	11/4	1		SUN	5
PROGRAM : NEWSCHANNEL 8 SUNDAY												
CON COM1: NEWSCHANNEL 8 SUNDAY												
41			1100P-1135P	30		\$625.00	10/2	11/4	4		TU-SU	20
PROGRAM : NEWS CHANNEL 8 @ 11PM												
CON COM1: NEWS CHANNEL 8 @ 11PM												
42			1000P-1100P	30		\$1,800.00	10/2	10/2	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
42			1000P-1100P	30		\$1,800.00	10/16	10/16	1		TUE	1
PROGRAM : PARENTHOOD												
CON COM1: PARENTHOOD												
43			800P-900P	30		\$1,700.00	10/2	10/2	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/16	10/16	1		TUE	1
PROGRAM : THE VOICE RESULTS												
CON COM1: THE VOICE RESULTS												
43			800P-900P	30		\$1,700.00	10/30	10/30	1		TUE	1

417,000

41,500

11/4

1

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
44			1000P-1100P	30		\$1,800.00	10/3	10/3	1	N/A	WED	1
44			1000P-1100P	30		\$1,800.00	10/17	10/17	1		WED	1
44			1000P-1100P	30		\$1,800.00	10/31	10/31	1		WED	1
PROGRAM : CHICAGO FIRE CON COM1: CHICAGO FIRE												
45			900P-1000P	30		\$1,800.00	10/10	10/10	1		WED	1
45			900P-1000P	30		\$1,800.00	10/24	10/24	1		WED	1
PROGRAM : LAW & ORDER: SVU CON COM1: LAW & ORDER: SVU												
46			1000A-1030A	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : MIDDAY NEWS CON COM1: MIDDAY NEWS												
47			1135P-1237A	30		\$325.00	10/8	11/5	1		MON	5
PROGRAM : THE TONIGHT SHOW CON COM1: THE TONIGHT SHOW												
48			1100A-1200N	30		\$80.00	10/8	11/5	1		MON	5
PROGRAM : DAYTIME CON COM1: DAYTIME												
49			1200N-100P	30		\$100.00	10/8	11/5	1		MON	5
PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3												
50			200P-300P	30		\$125.00	10/8	11/5	1		MON	5
PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY												
51			300P-400P	30		\$225.00	10/8	11/5	1		MON	5
PROGRAM : DOCTORS CON COM1: DOCTORS												

41800

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
52			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	10/8	11/5	1		MON	5
53			500A-530A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$75.00	10/8	11/5	1		MON	5
54			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	10/8	11/5	1		MON	5
55			530A-600A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$125.00	10/8	11/5	1		MON	5
56			530P-600P PROGRAM : NEWS CHANNEL 8 530P CON COM1: NEWS CHANNEL 8 530P	30		\$450.00	10/8	11/5	1		MON	5
57			600P-630P PROGRAM : NEWS CHANNEL8 CON COM1: NEWS CHANNEL8	30		\$600.00	10/8	11/5	1		MON	5
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/8	10/8	1		MON	1
58			600A-700A PROGRAM : NEWSCHANNEL 8 TODAY CON COM1: NEWSCHANNEL 8 TODAY	30		\$325.00	10/22	11/5	1		MON	3
59			630P-700P PROGRAM : NBC NEWS CON COM1: NBC NEWS	30		\$1,000.00	10/8	11/5	1		MON	5
60			700P-730P PROGRAM : NEWSCHANNEL 8 @ 7PM CON COM1: NEWSCHANNEL 8 @ 7PM	30		\$500.00	10/8	11/5	1		MON	5

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
61			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	10/8	11/5	1		MON	5
62			730P-800P PROGRAM : EXTRA CON COM1: EXTRA	30		\$500.00	10/8	11/5	1		MON	5
63			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$275.00	10/8	11/5	1		MON	5
64			430A-459A PROGRAM : NC 8 TODAY AT 430A CON COM1: NC 8 TODAY AT 430A	30		\$25.00	10/8	11/5	1		MON	5
65			1100P-1135P PROGRAM : NEWS CHANNEL 8 @ 11PM CON COM1: NEWS CHANNEL 8 @ 11PM	30		\$625.00	10/8	11/5	1		MON	5
66			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$100.00	11/6	11/6	1		TUE	1
67			400P-500P PROGRAM : DR. OZ CON COM1: DR. OZ	30		\$300.00	11/6	11/6	1		TUE	1
68			500P-530P PROGRAM : NEWS CHANNEL 8 5P CON COM1: NEWS CHANNEL 8 5P	30		\$450.00	11/6	11/6	1		TUE	1
69			700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$450.00	11/6	11/6	1		TUE	1

REP HEADLINE# 0230308
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399
 ORDER WORKSHEET

FAX# 703-516-9680
 HARRIS REPORT FROM REP

AUG23/12 18.47
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
70			900A-1000A	30		\$275.00	11/6	11/6	1		TUE	1
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
71			430A-459A	30		\$25.00	11/6	11/6	1		TUE	1
PROGRAM : NC 8 TODAY AT 430A												
CON COM1: NC 8 TODAY AT 430A												
OCT/12			224715.00			NOV/12			74910.00			
CONTRACT TOTAL												299625.00
TOTAL SPOTS												617

MARKET TOTALS \$1,361,931 WFLA 22% WFTS 19% WTSP 23% WTVT 26% WTOG 1% WTTA 2% WMOR 1%
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ESTIMATED

SVC- NSI BOOKS- OCT/PJ
 DEMOS- RA35+*

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Obama For America	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
1	M-F 1p Days Of Our Lives .TWTF..	06	200	30 Comme	Nbr of Spots	2	2	2	2	2		10	2000
2	M-F 10a News .TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4	4		20	1600
3	M-F 1135p ET / 1035p CT Tonight Show .TWTF..	06	325	30 Comme	Nbr of Spots	4	4	4	4	4		20	6500
4	M-F 11a Dayline .TWTF..	06	80	30 Comme	Nbr of Spots	4	4	4	4	4		20	1600
5	M-F 12p Today Show III .TWTF..	06	100	30 Comme	Nbr of Spots	4	4	4	4	4		20	2000
6	M-F 2p Rachael Ray .TWTF..	06	125	30 Comme	Nbr of Spots	4	4	4	4	4		20	2500
7	M-F 3p Doctors .TWTF..	06	225	30 Comme	Nbr of Spots	4	4	4	4	4		20	4500
8	M-F 4p Dr Oz .TWTF..	06	300	30 Comme	Nbr of Spots	4	4	4	4	4		20	6000
Weekly Totals:					Total Spots(Ord Spots)	96	116	118	119	120	27	568	
Open PR						-4	-2	-4	-4	-1		-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E-120904026
Buyer: ..	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
9	M-F 5a News .TWTF..	06	75	30 Comme	Nbr of Spots	4	4	4	4	4		20	1500
10	M-F 5p News .TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
11	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots	4						4	500
12	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots		3					3	375
13	M-F 530a News .TWTF..	06	125	30 Comme	Nbr of Spots			4	4	4		12	1500
14	M-F 530p News .TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	9000
15	M-F 6p News .TWTF..	06	600	30 Comme	Nbr of Spots	4	4	4	4	4		20	12000
16	M-F 6a News .TWTF..	06	325	30 Comme	Nbr of Spots	2	2	2	2	2		10	3250
17	M-F 630p ET / 530p CT NBC Nightly News .TWTF..	06	1000	30 Comme	Nbr of Spots	4	4	4	3	4		19	19000
18	M-F 7p News .TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR					-4	-4	-2	-4	-1			-11	-26130

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:	..	Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
19	M-F 7a Today Show .TWTF..	06	450	30 Comme	Nbr of Spots	4	4	4	4	4		20	8000
20	M-F 730p Entertainment Tonight .TWTF..	06	500	30 Comme	Nbr of Spots	4	4	4	4	4		20	10000
21	M-F 9a Today Show II .TWTF..	06	275	30 Comme	Nbr of Spots	4	4	4	4	4		20	5500
22	M-Th, Su 430a News .TWT..S	06	25	30 Comme	Nbr of Spots	4	4	4	4	4		20	500
23	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots	1						1	1700
24	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots			1				1	1700
25	Fri 8-9p ET / 7-8p CT Whitney / Community ...F..	05	1700	30 Comme	Nbr of Spots					1		1	1700
26	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		1					1	1700
27	Fri 9p ET / 8p CT Grimm ...F..	06	1700	30 Comme	Nbr of Spots		-1					-1	-1700
28	Mon 10p ET / 9p CT Revolution ...F..	06	1800	30 Comme	Nbr of Spots			1				1	1800
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120804026
Buyer:	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
29	Mon 10p ET / 9p CT Revolution	06	1800	30					1			1	1800
30	Mon 8-10p ET / 7-9p CT Voice	06	4500	30		1	1		1	1		4	18000
31	Mon 8p ET / 7p CT The Voice	06	4500	30				1				1	4500
32	Sat 1130p ET / 1030p CT Saturday Night Live	06	600	30	1	1	1	1	1			5	3000
33	Sat 12p News	06	75	30	1	1	1	1	1			5	375
34	Sat 6p News	06	350	30	1			1				2	700
35	Sat 630p ET / 530p CT NBC Nightly News	04	1250	30	1			1				2	2500
36	Sat 7p Entertainment Tonight	06	325	30		1	1	1	1	1		4	1300
37	Sat 7a Today Show	06	250	30	2	2	2	2	2	2		10	2500
38	Sat 9a News	06	150	30	1	1	1	1	1	1		5	750
Weekly Totals:					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95/101/1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
39	Sun 10a Meet The PressS	06	500	30 Comme	Nbr of Spots	1	1	1	1			5	2500
40	Sun 12p NewsS	06	75	30 Comme	Nbr of Spots	1	1	1	1			5	375
41	Sun 6p NewsS	06	375	30 Comme	Nbr of Spots	1	1	1	1			5	1875
42	Sun 630p ET / 530p CT NBC Nightly NewsS	06	1250	30 Comme	Nbr of Spots	1	1	1	1			4	5000
43	Sun 7p ET / 6p CT Football Night in AmericaS	06	1700	30 Comme	Nbr of Spots	1	1	1	1			2	3400
44	Sun 8a Today ShowS	06	250	30 Comme	Nbr of Spots	1	1	1	1			5	1250
45	Sun 815p ET / 715p CT NBC Sunday Night FootballS	06	5000	30 Comme	Nbr of Spots	1	1	1	1			2	10000
46	Sun 9a NewsS	06	150	30 Comme	Nbr of Spots	1	1	1	1			5	750
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120804026
Buyer: ..	Client/Product/Estimate: 95 / 101 / 1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
47	M-Su 11p News ..TWTF..	06	625	30 Comme									
				Nbr of Spots	4	4	4	4	4			20	12500
48	Tue 10p ET / 9p CT Parenthood ..T....	06	1800	30 Comme	1							1	1800
				Nbr of Spots									
49	Tue 10p ET / 9p CT Parenthood ..T....	06	1800	30 Comme					1			1	1800
				Nbr of Spots									
50	Tue 8p ET / 7p CT Voice ..T....	09	1700	30 Comme	1							1	1700
				Nbr of Spots									
51	Tue 8p ET / 7p CT Voice ..T....	09	1700	30 Comme			1					1	1700
				Nbr of Spots									
52	Tue 8p ET / 7p CT Voice ..T....	09	1700	30 Comme					1			1	1700
				Nbr of Spots									
53	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme			1					1	1800
				Nbr of Spots									
54	Wed 10p ET / 9p CT Chicago Fire ..W....	06	1800	30 Comme						1		1	1800
				Nbr of Spots									
55	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme		1						1	1800
				Nbr of Spots									
56	Wed 9p ET / 8p CT Law & Order SVU ..W....	06	1800	30 Comme					1			1	1800
				Nbr of Spots									
57	M-F 10a News	06	80	30		1	1	1	1	1	1	5	400
				Nbr of Spots									
Weekly Totals:					98	116	118	119	120	27		598	
Open PR					-4	-2	-4	-1				-11	-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247150	Campaign Ref: E:120904026
Buyer:	Client/Product/Estimate: 95 /101 /1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
58	M-F 1135p ET / 1035p CT Tonight Show M.....	06	325	30 Comme		1	1	1	1	1		5	1625
59	M-F 11a Dayline M.....	06	80	30 Comme		1	1	1	1	1		5	400
60	M-F 12p Today Show III M.....	06	100	30 Comme		1	1	1	1	1		5	500
61	M-F 2p Rachael Ray M.....	06	125	30 Comme		1	1	1	1	1		5	625
62	M-F 3p Doctors M.....	06	225	30 Comme		1	1	1	1	1		5	1125
63	M-F 4p Dr Oz M.....	06	300	30 Comme		1	1	1	1	1		5	1500
64	M-F 5a News M.....	06	75	30 Comme		1	1	1	1	1		5	375
65	M-F 5p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
66	M-F 530a News M.....	06	125	30 Comme		1	1	1	1	1		5	625
67	M-F 530p News M.....	06	450	30 Comme		1	1	1	1	1		5	2250
Weekly Totals:					98	116	118	119	120	27		598	
Total Spots(Ord Spots)						-4	-2	-4	-1			-11	
Open PR													-26750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Barack Obama/ D/ President	Submission Cost:	247150	Campaign Ref:	E:120904026
Buyer:		Client/Product/Estimate:	95 /101 /1537	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 11/12/12	Weeks:	7	Order Ref:	06296388
Est./PO Number:	06296388	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
68	M-F 6p News M.....	06	600	30 Comme		1	1	1	1	1		5	3000
69	M-F 6a News M.....	06	325	30 Comme		1						1	325
70	M-F 6a News M.....	06	325	30 Comme				1	1	1	1	3	975
71	M-F 630p ET / 530p CT NBC Nightly News M.....	06	1000	30 Comme			1	1	1	1		4	4000
72	M-F 7p News M.....	06	500	30 Comme		1						1	1000
73	M-F 7a Today Show M.....	06	450	30 Comme		1	1	1	1	1		5	2250
74	M-F 730p Entertainment Tonight M.....	06	500	30 Comme		1	1	1	1	1		5	2500
75	M-F 9a Today Show II M.....	06	275	30 Comme		1	1	1	1	1		5	1375
76	M-Th, Su 430a News M.....	06	25	30 Comme		1	1	1	1	1		5	125
77	M-Su 11p News M.....	06	625	30 Comme		1	1	1	1	1		5	3125
Weekly Totals: Total Spots(Ord Spots)					98	116	118	119	120	27		568	
Open PR					-4	-2	-4	-1				-11	-28750

Greer Margolis Mitchell
1010 Wisconsin Ave
Suite 800
Washington DC 20007

Barack Obama/ D/ President
Submission Number 758 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Barack Obama/ D/ President	Submission Cost: 247,150	Campaign Ref: E:120904026
Buyer: ..	Client/Product/Estimate: 95/101/1537	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 11/12/12	Weeks: 7	Order Ref: 06296388
Est./PO Number: 06296388	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	10/15	10/22	10/29	11/05	11/12	Total	Cost
78	M-F 12p Today Show III T....	06	100	30 Comme	Nbr of Spots					1		1	100
79	M-F 4p Dr Oz T....	06	300	30 Comme	Nbr of Spots					1		1	300
80	M-F 5p News T....	06	450	30 Comme	Nbr of Spots					1		1	450
81	M-F 7a Today Show T....	06	450	30 Comme	Nbr of Spots					1		1	450
82	M-F 9a Today Show II T....	06	275	30 Comme	Nbr of Spots					1		1	275
83	M-Th, Su 430a News T....	06	25	30 Comme	Nbr of Spots					1		1	25
Weekly Totals:													
Total Spots(Ord Spots)					98	116	118	119	120	27		598	
Open PR						-4	-2	-4	-1			-11	-26750

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
17	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,000.00		0000000000	E:120904026
26	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
27	Fri 9p ET / 8p CT Grimm	:30 Commercial	10/22/12	Open Pre Emption	1,700.00		0000000000	E:120904026
42	Sun 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/22/12	Open Pre Emption	1,250.00		0000000000	E:120904026
43	Sun 7p ET / 6p CT Football Night in America	:30 Commercial	10/08/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	1,700.00		0000000000	E:120904026

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
45	Sun 815p ET / 715p CT NBC Sunday Night Football	:30 Commercial	10/29/12	Open Pre Emption	1,700.00		0000000000	E:120904026
			10/08/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/15/12	Open Pre Emption	5,000.00		0000000000	E:120904026
			10/22/12	Open Pre Emption	5,000.00		0000000000	E:120904026
71	M-F 630p ET / 530p CT NBC Nightly News	:30 Commercial	10/08/12	Open Pre Emption	1,000.00		0000000000	E:120904026

Grand Totals

		Month 10 Weeks: 4				Month 11 Weeks: 4			
		10/01	10/08	10/15	10/22	10/29	11/05	11/12	
Spots	Totals	598	98	116	118	119	120	27	0
Cost		273900	43715	51750	55050	53475	57175	12735	0

Grand Totals:

Spots:	598
Gross Total:	247,150.00
Commission:	37,072.50
Net Total:	210,077.50